IN THE CLAIMS

Please cancel Claim 1 and amend Claims 2 and 3 as indicated below. The following is a complete listing of presently pending claims and replaces all prior versions:

Claim 1 (cancelled).

Claim 2 (currently amended):

A fishing reel mounting and display device adapted to mount fishing reels having rod mounting flanges affixed thereto comprising an elongated support member, a plurality of hollow reel mounting members, said reel mounting members having an inner open area greater than the outer surface of the elongated support member, means mounting the elongated support member within the reel mounting members and securing said reel mounting members in stationary position at fixed spaced locations along the length of said support member means fixing the elongated support member within the reel mounting members at spaced locations along the length of said support member, the reel mounting members and the elongated support member adapted to accommodate the flange rod mounting members flanges of a plurality of fishing reels in the space between the stationary reel mounting members and the elongated support member for display of the reels outwardly from the elongated support member.

Claim 3 (currently amended):

A fishing reel mounting and display device <u>adapted to mount fishing reels</u>

<u>having rod mounting flanges affixed thereto</u> comprising an elongated, vertical, generally-circular, rigid support member, a plurality of generally-circular hollow reel mounting members, said reel mounting members having an inner diameter greater than the outer diameter of the elongated support member, <u>means mounting the elongated support member within the reel mounting</u>

members and securing said reel mounting members in stationary position at fixed spaced

locations along the length of said support member means fixing the elongated support member within the reel mounting members at spaced locations along the length of said support member, the reel mounting members and the elongated support member adapted to accommodate the flange rod mounting flanges of a plurality of fishing reels in the space between the stationary reel mounting members and the elongated support member for display of the reels outwardly from the elongated support member.